

CONTRACT



WNCN
 3221 South Evans Street
 Greenville, NC 27834
 (252) 355-8542
 Greenville, NC 27834
 252-355-8500

WNCN
 3221 S. Evans St.
 Greenville, NC 27834
 252-355-8500

And:

Mentzer Media Services
 210 West Pennsylvania Avenue
 Suite 250
 Towson, MD 21204
 USA

<u>Contract / Revision</u>		<u>Alt Order #</u>
929135 / 1		25281452
<u>Product</u>		
SLFNC		
<u>Contract Dates</u>		<u>Estimate #</u>
10/04/16 - 10/13/16		3675
<u>Advertiser</u>	<u>Original Date / Revision</u>	
POL/Senate Leadership Fund	09/07/16 / 10/06/16	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Property</u>	<u>Account Executive</u>	<u>Sales Office</u>
WNCN	Katz Washington	Katz/Washingto
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
<u>Ady Code</u>	<u>Advertiser Code</u>	<u>Total Ratings</u>
9912736	275	237.20
<u>Agency Ref</u>	<u>Advertiser Ref</u>	
IN2570/SP271/TO132E		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WNCN	10/04/16	10/13/16	Local News @ 6a	6a-7a		:30				NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/03/16	10/09/16	--W-F--				2	\$425.00	2.10			
		Week: 10/10/16	10/16/16	-T-T---				2	\$425.00	2.10			
2	WNCN	10/04/16	10/13/16	CBS This Morning	7a-9a		:30				NM	6	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/03/16	10/09/16	-T-T---				2	\$325.00	2.80			
		Week: 10/10/16	10/16/16	MTWT---				4	\$325.00	2.80			
3	WNCN	10/04/16	10/13/16	CBS This Morning	7a-9a		:30				NM	8	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/03/16	10/09/16	-TWTF--				4	\$325.00	2.00			
		Week: 10/10/16	10/16/16	MTWT---				4	\$325.00	2.00			
4	WNCN	10/09/16	10/09/16	Local News Su 7-8a	7-8a		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----S				1	\$140.00	2.10			

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WNCN.com
on your side online
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Contract / Revision		Alt Order #
929135 / 1		25281452
Contract Dates	10/04/16 - 10/13/16	Product
		SLFNC
Advertiser	POL/Senate Leadership F	
	Original Date / Revision	
	09/07/16 / 10/06/16	
Estimate #	3675	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
5	WNCN	10/04/16	10/13/16	Local News @ 12p	12p-1230p		:30				NM	8	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		10/03/16	10/09/16	-TWTF--	4	\$425.00	5.20						
		<u>Week: 10/03/16</u>	<u>10/09/16</u>	<u>MTWT---</u>	<u>4</u>	<u>\$425.00</u>	<u>5.20</u>						
6	WNCN	10/04/16	10/13/16	Local News @ 5p	5p-530p		:30				NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		10/03/16	10/09/16	-T-T---	2	\$400.00	3.80						
		<u>Week: 10/03/16</u>	<u>10/09/16</u>	<u>---T---</u>	<u>1</u>	<u>\$400.00</u>	<u>3.80</u>						
7	WNCN	10/04/16	10/13/16	Local News @ 530p	530p-6p		:30				NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		10/03/16	10/09/16	--W-F--	2	\$400.00	3.80						
		<u>Week: 10/03/16</u>	<u>10/09/16</u>	<u>-T-----</u>	<u>1</u>	<u>\$400.00</u>	<u>3.80</u>						
8	WNCN	10/04/16	10/13/16	Local News @ 6p	6p-630p		:30				NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		10/03/16	10/09/16	-T-T---	2	\$1,000.00	6.80						
		<u>Week: 10/03/16</u>	<u>10/09/16</u>	<u>M-W----</u>	<u>2</u>	<u>\$1,000.00</u>	<u>6.80</u>						
10	WNCN	10/09/16	10/09/16	LN Su	11p-1135p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		10/03/16	10/09/16	-----S	1	\$400.00	2.00						
11	WNCN	10/04/16	10/13/16	Local News @ 11p	11p-1135p		:30				NM	8	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		10/03/16	10/09/16	-TWTF--	4	\$700.00	3.40						
		<u>Week: 10/03/16</u>	<u>10/09/16</u>	<u>MTWT---</u>	<u>4</u>	<u>\$700.00</u>	<u>3.40</u>						
12	WNCN	10/04/16	10/13/16	Thursday Night Kickoff	730p-825p		:30				NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		10/03/16	10/09/16	---T---	1	\$750.00	7.90						
		<u>Week: 10/03/16</u>	<u>10/09/16</u>	<u>---T---</u>	<u>1</u>	<u>\$750.00</u>	<u>7.90</u>						
13	WNCN	10/08/16	10/08/16	Sat Hour 2	9p-10p		:30				NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		10/03/16	10/09/16	-----S-	2	\$750.00	0.00						
14	WNCN	10/04/16	10/13/16	NCIS	8p-9p		:30				NM	2	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		10/03/16	10/09/16	-----S-	2	\$750.00	0.00						

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FAST 10 NORTH
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WNCT
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Contract / Revision	Alt Order #
929135 / 1	25281452

Contract Dates	Product	Estimate #
10/04/16 - 10/13/16	SLFNC	3675

Advertiser	Original Date / Revision
POL/Senate Leadership F	09/07/16 / 10/06/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>			<u>Spots/Week</u>	<u>Rating</u>				
Week:		10/03/16	10/09/16	-T-----	\$4,750.00			1	15.40				
Week:		10/10/16	10/16/16	-T-----	\$4,750.00			1	15.40				
15	WNCT	10/08/16	10/08/16	Sat Hour 1	8p-9p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>			<u>Spots/Week</u>	<u>Rating</u>				
Week:		10/03/16	10/09/16	-----S-	\$750.00			1	0.00				
16	WNCT	10/07/16	10/07/16	Blue Bloods	10p-11p		:30				NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>			<u>Spots/Week</u>	<u>Rating</u>				
Week:		10/03/16	10/09/16	----F--	\$3,250.00			1	6.70				
18	WNCT	10/07/16	10/07/16	Hawaii 5-0	9p-10p		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>			<u>Spots/Week</u>	<u>Rating</u>				
Week:		10/03/16	10/09/16	----F--	\$3,000.00			1	5.20				
19	WNCT	10/04/16	10/13/16	Survivor	8p-9p		:30				NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>			<u>Spots/Week</u>	<u>Rating</u>				
Week:		10/03/16	10/09/16	--W----	\$4,500.00			1	7.30				
Week:		10/10/16	10/16/16	--W----	\$4,500.00			1	7.30				
20	WNCT	10/04/16	10/13/16	Criminal Minds	9p-10p		:30				NM	1	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>			<u>Spots/Week</u>	<u>Rating</u>				
Week:		10/03/16	10/09/16	-----	\$0.00			0	0.00				
Week:		10/10/16	10/16/16	--W----	\$4,250.00			1	0.00				
21	WNCT	10/09/16	10/09/16	Presidential Debate	9-11p		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>			<u>Spots/Week</u>	<u>Rating</u>				
Week:		10/03/16	10/09/16	-----S	\$4,000.00			1	0.00				
22	WNCT	10/10/16	10/10/16	Late Late Show	1235a-135a		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>			<u>Spots/Week</u>	<u>Rating</u>				
Week:		10/10/16	10/16/16	M-----	\$50.00			1	0.00				
23	WNCT	10/08/16	10/08/16	Person of Interest	Sa 1135p-1235x		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>			<u>Spots/Week</u>	<u>Rating</u>				
Week:		10/03/16	10/09/16	-----S-	\$200.00			1	0.00				
Totals												61	\$59,190.00

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Contract / Revision	Alt Order #
929135 / 1	25281452

Contract Dates	Product	Estimate #
10/04/16 - 10/13/16	SLFNC	3675

Advertiser	Original Date / Revision
POL/Senate Leadership F	09/07/16 / 10/06/16

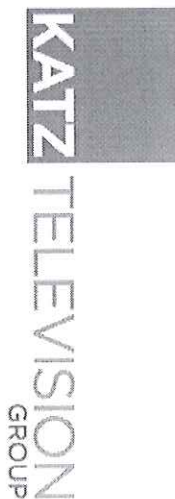
Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/13/16	61	\$59,190.00	(\$8,878.50)	\$50,311.50
Totals	61	\$59,190.00	(\$8,878.50)	\$50,311.50

Signature: _____ Date: _____

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125 West 55th St
New York, NY 10019

Contract # 25281452		Changes as of: 10/5/2016 at 3:55 PM		Version: Highlighting Revision 2	
CPE: 275/365/3675		Flight: 10/4/16 - 10/13/16		Total \$: \$59,190.00	
Agency: MENTZER MEDIA		Advertiser: Senate Leadership Fund		Total Spots: 61	
SERVICE		Product: SLFNC		Total CPP: \$240.41	
210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204		Agency Order #: 5357687		Primary Demo: Adults 35+	
		Buyer: Wineholt, Anne		Con Type: POLITICAL/VOTE	
		Salesperson: JACOB ROTH		Assistant: JACOB ROTH	
		212-373-8175		212-373-8175	
Comments: New Order Issue - Senate Leadership Committee PLS CFM T/R JACOB				Total GRP: 246.2 Traffic #: 929135 Separation:	

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/4 - 10/13										Total Spots	Total \$	CPP	GRP
							10/4	10/5	10/6	10/7	10/8	10/9	10/10	10/11	10/12	10/13				
REV+ 2	M-F 7a-9a		CBS This Morning	\$325.00	2.8	30	1	0	1	0	0	0	1	1	0	1	6	\$1,950.00	\$116.07	16.8
REV- 9	Su 6p-6:30p		CBS Evening News Sunday	\$325.00	4.1	30	0	0	0	0	0	1	0	0	0	0	0	\$0.00	\$79.27	0.0
REV- 17	Th 8p-9p		BIG BROTHER	\$4,250.00	7.5	30	0	0	1	0	0	0	0	0	0	1	0	\$0.00	\$566.67	0.0
REV+ 20	W 9p-10p		CRIMINAL MINDS	\$4,250.00	0.0	30	0	0	0	0	0	0	0	0	0	1	1	\$4,250.00	\$0.00	0.0
REV+ 21	Su 9p-11p		PRESIDENTIAL DEBATE	\$4,000.00	0.0	30	0	0	0	0	0	0	1	0	0	0	1	\$4,000.00	\$0.00	0.0
REV+ 22	M-F 12:35a-1:35a		LATE LATE SHOW	\$50.00	0.0	30	0	0	0	0	0	0	1	0	0	0	1	\$50.00	\$0.00	0.0
REV+ 23	Sa 11:30p-12:30a		PERSON OF INTEREST	\$200.00	0.0	30	0	0	0	0	0	1	0	0	0	0	1	\$200.00	\$0.00	0.0
TOTALS:							7	6	7	7	4	3	6	7	7	7	61	\$59,190.00	\$240.41	246.2



125 West 55th St
New York, NY 10019

Contract # 25281452	Changes as of: 10/5/2016 at 3:55 PM	Version: Highlighting Revision 2
CPE: 275/365/3675	Flight: 10/4/16 - 10/13/16	Total \$: \$59,190.00
Agency: MENTZER MEDIA	Advertiser: Senate Leadership Fund	Total Spots: 61
SERVIC	Product: SLFNC	Total CPP: \$240.41
210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	Agency Order #: 5357687 Buyer: Winholt, Anne Salesperson: JACOB ROTH 212-373-8175	Primary Demo: Adults 35+ Con Type: POLITICAL/VOTE Assistant: JACOB ROTH 212-373-8175
		Total GRP: 246.2 Traffic #: 929135 Separation:

Special Instructions

Order Level Comments

Date/Time	Added by	Comment
10/05/16 3:55 PM	KARA ERICKSON	New Order Issue - Senate Leadership Committee PLS CFM T/R JACOB
		Line 17 2x Big Brother \$4250 Line 9 Sun 6p News \$325 --Offer-- 10/12 1x 9-10p Criminal Minds \$4250 1x CBS Morning 7-9a \$325 1x 10/9 Presidential Debate 9-11p \$4000 1x m-F 1235p-135a LateLate Show-Ferguson \$50 1x Sat 1130p-1230a Person of Interest \$200
10/05/16 10:11 AM	Jennifer Layman	New Order Issue - Senate Leadership Committee PLS CFM T/R JACOB
09/07/16 9:15 AM	JACOB ROTH	New Order Issue - Senate Leadership Committee PLS CFM T/R JACOB
09/07/16 9:15 AM	JACOB ROTH	New Order Issue - Senate Leadership Committee PLS CFM T/R JACOB

Competitive Information

Market Budget:	\$174,088
WNCT Share:	34%
Comment:	
ENCT:	1%
WCTI:	23%
WFXI:	11%
WITN:	31%

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	61	\$59,190.00	\$240.41	246.2
Total	100%	61	\$59,190.00	\$240.41	246.2

Monthly Summary

Month	Spots	Dollars
2016-Oct	61	\$59,190.00
Total	61	\$59,190.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/5/16 3:55 PM	KARA ERICKSON	Revised	2		\$0	\$59,190.00	Changes: Total Spots from 59 to 61, Total GRPs from 262.5 to 246.2, Total CPP from \$225.49 to \$240.41, 7 buylines added or modified.
Makegood 1	10/5/16 10:11 AM	Jennifer Layman	Confirmed			\$0	\$59,190.00	Changes: Total GIMPs from 0 to 263, Total CPM from \$0.00 to \$225.485.71.



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New York, NY 10019

Contract # 25281452		Changes as of: 10/5/2016 at 3:55 PM		Version: Highlighting Revision 2	
CPE: 275/365/3675		Flight: 10/4/16 - 10/13/16		Station: WNCN	
Agency: MENTZER MEDIA SERVIC		Advertiser: Senate Leadership Fund		Market: Greenville/New Bern/Wash	
210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204		Product: SLFNC		Office: WASHINGTON	
		Agency Order #: 5357687		Primary Demo: Adults 35+	
		Buyer: Wineholt, Anne		Con Type: POLITICAL/VOTE	
		Salesperson: JACOB ROTH 212-373-8175		Assistant: JACOB ROTH 212-373-8175	
				Total \$: \$59,190.00	
				Total Spots: 61	
				Total CPP: \$240.41	
				Total GRP: 246.2	
				Traffic #: 929135	
				Separation:	

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	9/7/16 9:52 AM					\$0
Revision	9/7/16 9:15 AM	JACOB ROTH	Confirmed			\$0
New	9/7/16 9:12 AM	JACOB ROTH	New	59		\$59,190.00

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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